

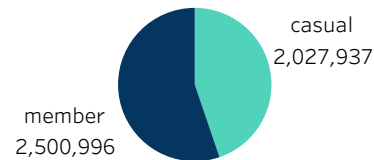
# CYCLISTIC ANALYSIS FOR THE YEAR 2021

Thanh Nguyen for Google Data Analytics

## Customer segments

### Customer Type

casual  
member

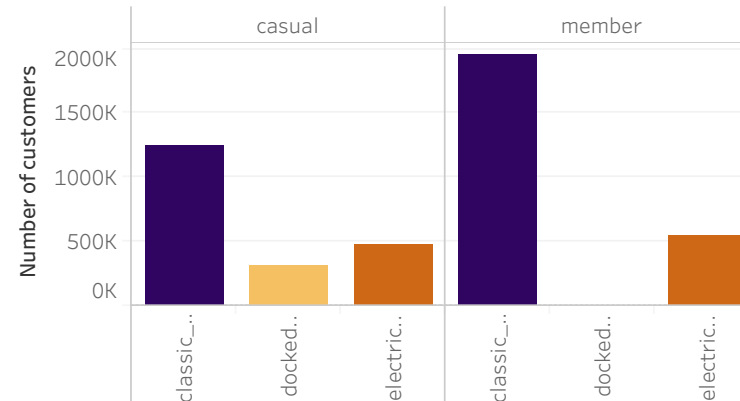


According to this graph, the total number of members who used Cyclistic bike services was only slightly more than 500,000 (25%) than the total number of casual users. Therefore, greater efforts are required to persuade more passive users to become members. In order to do this, we examine the disparity in usage between members and casual riders in terms of the types of bikes they ride and the amount of time they spend engaged in cycling activities.

## Rideable types

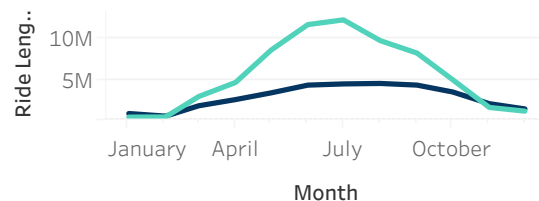
### Rideable Type

classic\_bike  
docked\_bike  
electric\_bike

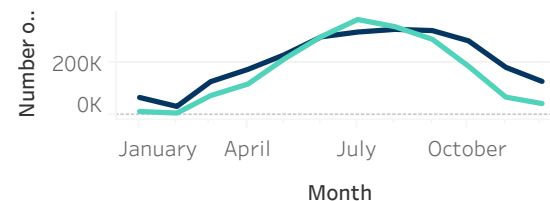


More than 250,000 (12.5%) of casual riders employed docked bikes, although no members reported utilising this feature. In contrast, the number of members on classic bicycles was approximately double that of casual users. When it comes to electric bikes, both groups had nearly the same number of users.

## Ride duration per month

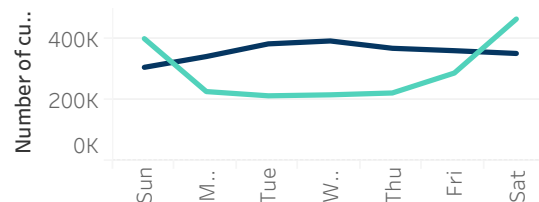


## Number of customers per month

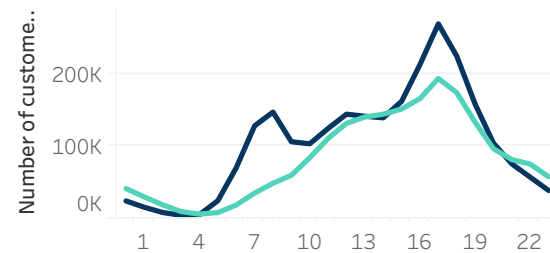


Looking at the Ride duration and Number of customers for each group per month, we can see that even though the total number of users was lower, casual riders spent significantly more time on each ride, with the highest levels reported during the summer months of June, July, and August. Meanwhile a consistent trend was observed within the member group. ...

## Number of customers per weekday



## Number of customers per hour



Over the week, membership remained stable. However, casuals showed the reverse tendency. Casual bikers outnumbered workday riders on weekends. The number of Cyclistic users peaked around 5:00–7:00 and 16:00–19:00, possibly the start and conclusion of working hours. Casual users increased about 7:00 and peaked around 18:00 before dropping. Casual cyclists may use Cyclistic for non-work activities.